

## ABSTRACT

A method and system for the online promotion of intellectual property includes providing an Internet host station with at least one database that is connectable via the Internet to consumer stations and industry stations. The database includes a plurality of intellectual property items and a description of each intellectual property item. At least one of the intellectual property items is selected by a consumer station and the description associated with the selected intellectual property item is viewed at the consumer station. Portions of the description may be confidential and therefore not normally viewed at the consumer station. Feedback data is sent from the consumer station to the host station. The feedback data includes consumer opinion information of the selected intellectual property item based at least in part on the description of the selected intellectual property item. The feedback data is then accessed from an industry station to thereby determine the interest in the selected intellectual property item based on the consumer opinion.

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